GLOBAL INSIGHTS ON COVID19

MINDSHARE

15/03/2021

The Mindshare New Normal Tracker – Wave 11

Over the coming months the Mindshare Worldwide team are committed to tracking the huge changes in consumer behaviour across the world. On a monthly basis we will follow countries as they transition from **Lockdown**, to **Release**, to **Reassess** and finally to a new reality.

These learnings will allow each country to understand where they stand but, more importantly, learn from those emerging what constitutes the **New Normal.**

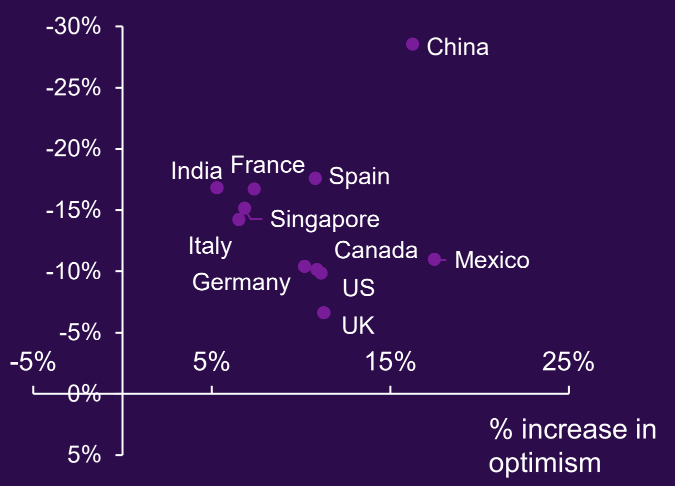
This report contains data from Wave 1 w/c 30th March, Wave 2 w/c 13th April, Wave 3 w/c 27th April, Wave 4 w/c 11th May, Wave 5 w/c 8th June, Wave 6 w/c 13th July, Wave 7 w/c 17th August, Wave 8 w/c 21st Sept. and Wave 9 w/c 26th Oct. Wave 10 w/c 28th Nov 2020 and Wave 11 w/c 8th March for the following markets:-

China, US, Germany, UK, Mexico, India, Singapore, France, Spain, Italy, Canada

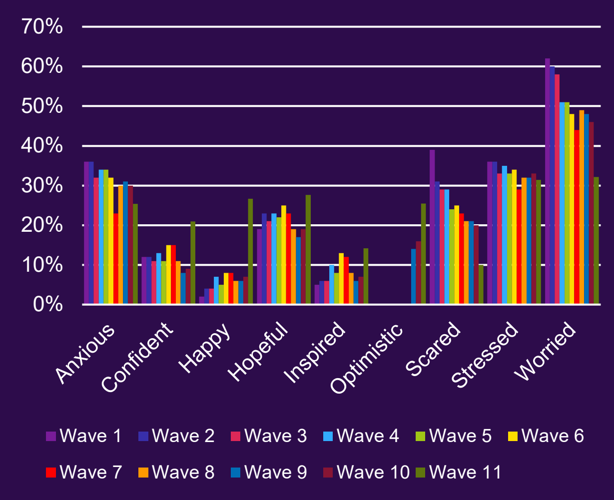
1,000 sample per market per wave

SENTIMENT

The vaccine rollouts have driven the most significant step change in consumer sentiment since the pandemic began, with an increase in optimism and decrease in worry across all markets. However, despite the picture largely being positive, we should note that "stress" has remained consistent. Suggesting that a longer lasting side effect of the pandemic may be the financial stress that follows.



Q. Since the Covid 19 outbreak, how do you feel? % change Wave 10 Vs Wave 11

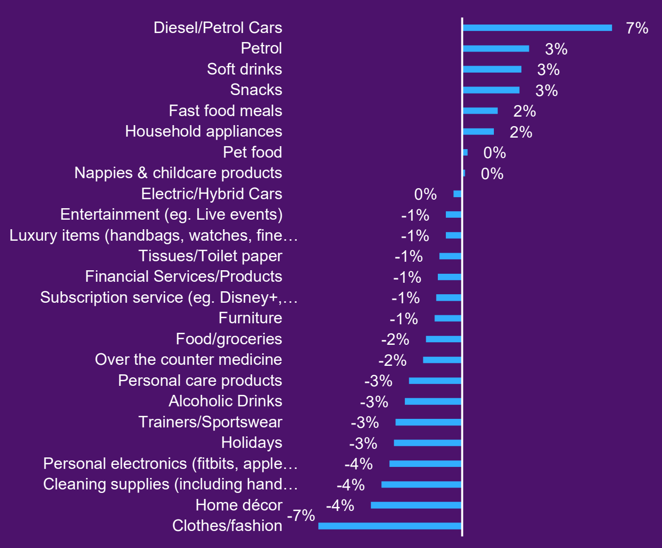


Q. Since the Covid 19 outbreak, how do you feel ?

SHOPPING

Even though consumer sentiment is becoming more positive, lockdown restrictions means this isn't immediately translating into a change in consumer behaviour. We are still missing those things we took for granted before the pandemic began and only automotive is seeing a significant increase in purchase intent

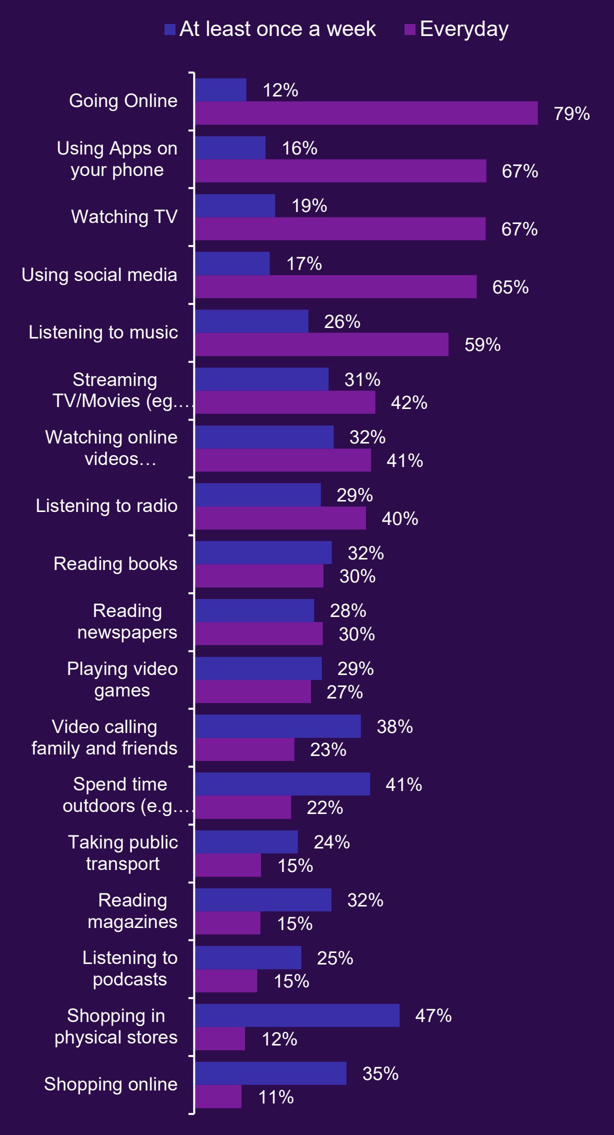
Q. During the lockdown restrictions what did you miss the most?



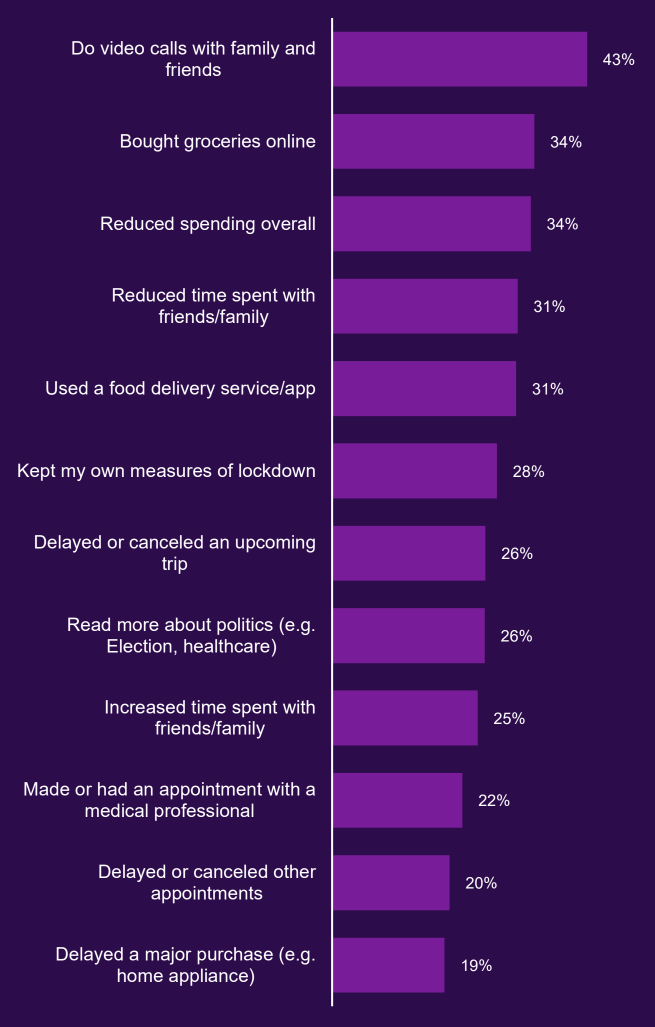
Q:Thinking about the next month, which of the following items do you think you will be spending on? % change Wave 10 Vs Wave 11

MEDIA

It is the same story with media behaviour. Lockdown restrictions mean current levels of "home centred" activity remains largely unchanged.



Q. How often do you expect to do the following in the next month?



In the last month, which of the following have you done as a result of the coronavirus (COVID-19)?

If you would like find out more information, including deeper dives into each country, please contact Mindshare
Silvia Santos Silvia.Santos@mindshareworld.com. Victoria Cook Victoria.cook@mindshareworld.com